

WEEKLY REVIEW

Over 100 Per Cent Increase

Week Ending April 3rd Shows
This Remarkable Gain

New Contest
Arouses Great Interest---
Enthusiastic Letters Received
From the Field

Second Week About to Open---
All Pull Together and Make
It a Record Breaker

The Weekly Review



Published in the Interest of the Sales Department of the Gerlach-Barklow Co.

VOLUME
T W O

Thursday, April 15, 1909

NUMBER
SEVENTEEN



THE NEW CONTEST

APRIL 12 TO MAY 22

\$30.00 Grip	-	-	-	-	-	AA and A
\$25.00 Grip	-	-	-	-	-	BB and B
\$30.00 Set of Trimmings	-	-	-	-	-	AA and A
\$25.00 Set of Trimmings	-	-	-	-	-	BB and B

Trimmings Consist of Leather Cases With Full Set of Ten or
Twelve Pieces.

**BB and B CAN WIN AA and A PRIZE
AA and A MUST STAY IN THEIR CLASS TO WIN**

Class AA.
\$2,100

Albert
Coleman
K. H. Gerlach
Meyer
Roberts
Shimmin
Woodman

Class A.
\$1,800

Barber
Byron
Cies
Finley
Lott
H. B. McDonald
Rowe
Ungerer

Class BB.
\$1,500

Beelman
Brooks
Carter
Conkling
Considine
A. E. Gerlach
Lindsay
Moore
Osmun
Reilly
Scott
H. E. Smith
Thompson
White
E. L. Whittier

Class B.
\$1,200

Barclay
Bayley
Betton
Blodgett
Bowles
Coulter
Ellis
Fadely
Fairbairn
Givan
Greenhalgh
Hatton
Henaghan
Huffert
Kimbrough

Lambert
Lindon
Marks
McCully
W. A. McDonald
McLaughlin
Morton
Parks
Saxton
Shepard
F. A. Smith
S. L. Smith
J. G. Whittier
Wiese
Urmson

At the time this article is dictated very few reports are in for the first few days work in the new contest. The sales force however, almost to a man, express the determination of making the contest a big success, and apparently this our third contest is exciting considerable more interest and enthusiasm than either of the preceding ones. If the contest

will stimulate the work of the field force as have the previous ones it will have achieved its purpose. Primarily the object of a contest of this sort is to arouse enthusiasm, and encourage our men to put forth their best efforts. The man that is enthusiastic about any kind of proposition has the battle half won. People like to do business with an enthusiastic man,

assuming of course, that he has something of merit to offer.

A man full of enthusiasm with the G.-B. line back of him cannot fall down. Nothing short of a spell of sickness should cause any man on the force to fail to come up to the required average necessary for him to win out under the different classifications. Think of it! A class "AA" man is required to close orders amounting to only \$60.00 a day. A class "A" man's average is approximately \$50.00. Class "BB" \$42.00. Class "B" \$34.00 per day! Surely if you will start with the determination of doing the required amount of business every day with some good orders mixed in you will run ahead of the average required.

Many of the larger orders are placed and the sales force will be getting down to the steady grind for business, and we believe that this is just the time for a contest of this sort. You will not be making long jumps and will be able to devote practically every day to steady work; and a systematic canvass of each city as you work it, should certainly yield business to the required amount.

One of the greatest sales managers in this country at a recent convention of sales managers, made the statement—"Too many salesmen make the mistake of leaving business to look for business." There is a lot of truth in this statement. A salesman strikes a town calls upon the bank and a few of the larger buyers and after he has made a sale or two, unless he has started out with the determination of using the fine tooth comb, is inclined to jump to the next town. Then again other salesmen are very likely to believe that parts of their territory are no good and are inclined to work certain parts of their territory at the expense of the balance of it. To a certain extent of course, it is true that certain sections are better than others, but it is a good deal like making a trip into the woods on a hot day. You sit down in a cool shady spot but a little further on there appears to be a spot that is little more green and shady and you move on, and when you get there you find it is no cooler or no more shady than the spot you left, so you move on and on unconsciously.

We want to make the present contest a big success, but it cannot be made a success without the co-operation of every man on the force. It is not our intention to review the last contest at this time as the figures are not all in, and it will be taken up in detail in the next issue. Elsewhere we have referred to the work of a few of the men, who have proven winners, but at the time this is dictated there are still many reports to come in which will have considerable bearing on the final outcome.

By the time this reaches you the first week of the new contest will be over. Perhaps you will not have made the start you would have liked to have made, or on the other hand you may be ahead of your average. If you are ahead of your average do not slacken your pace, as you may find later that you will need this extra business to help you out. If you are behind the average, put forth an effort to make up the lost ground.

"Who wills and wins, works; Who rails and fails, shirks."

Withdrawals

Left-Overs

¶ The following numbers are now sold out:

Left-Over Hangers

- No. 193. The Call.
- No. 994. The Call.

Left-Over Cardboards

- No. 1995. Driving Girl.

¶ Destroy your samples AT ONCE as no further orders WILL BE ACCEPTED.

FIRST QUARTER PASSES INTO HISTORY

Wonderful Work in the Field Results in Enormous Gain For First Three Months

**Total Volume of Business for the Corresponding Period Last Year
Dwarfs in Comparison---Over 100 Per Cent Increase
for Week Just Ended---April Opens
Up in Glorious Style**

The first quarter of 1909 has passed into history, and the magnificent total of business written is highly gratifying to say the least. Nothing could be heartier, more enthusiastic, more energetic or more effective than your response to the call for increase at our last convention.

We are now looking forward with interest to the work of the field force during the second quarter. April, May and June should be splendid producing months, in fact we look to see April run as heavy as March, and we feel that the wonderful results achieved so far this year are but a forerunner of what can be expected from the G. B. sales force.

Judging the immediate future by the immediate past we are assured that this is going to be a record breaking year in most lines of business and we look to see the G.-B. sales force establish records never dreamt of in the history of a similar organization during its early years in the field or more truly speaking during its first several years in the field. As a matter of fact the total of business we have booked so far this year exceeds the total business booked during a whole year by one of our competitors not more than three years back.

We congratulate the field force most warmly on the splendid work in all that counts for expansion and production. The week just ended shows the most gratifying results, the actual

gain being over 100%. Three days of April are included in these figures, and from the way orders are coming in we do not anticipate any trouble in maintaining the splendid gait at which we have been going.

In most sections of the country the months of April, May and June are most enjoyable months and conditions for putting in hard work are most favorable. If your total volume of business booked so far this year is not as satisfactory as you would have liked to have had it, start the second quarter with a determination of making up the lost ground. Don't get the idea that all the important orders are booked. Look at the nice orders that have been landed during the past few weeks, orders that amount approximately to \$500.00 or more, and do not overlook the one that Mr. Reilly closed less than ten days ago amounting to over \$1000.00. Mr. Meyer, Mr. Woodward, Mr. Marks and others have booked orders within the last week or two amounting to \$500.00 or better.

Assuming however, there are no very important orders to be booked there is still an endless number of good orders yet unplaced, not counting the thousands of substantial business houses throughout the country who have not as yet been converted to the use of art calendars. You must create new buyers as well as sell old buyers. We believe that Mr. Cies'

remark "There are two starters to every man who quits using calendars" literally speaking is true.

This recalls a conversation that the writer had with Mr. Marks, who was in the factory a day or two ago. Mr. Marks has experienced the same difficulties that most of you have no doubt experienced in getting non-users of calendars interested. The man who has been approached by calendar salesmen for some years, and who has always turned them down, in most cases probably even refusing to look, is a pretty hard man to sell. This class of buyer has gotten into the habit of telling salesmen that calendars are not adapted to his business or that he does not believe in calendars. The chances are that without giving the matter serious thought and not having any idea of what an art calendar would do for him, the impression has grown on him until he really believes that calendars are not suited for his particular business. Mr. Marks had adapted the plan of carrying a sample of "Holly" in De Luxe form or some other good subject of this series, under his coat and when he approaches a buyer that he is not sure of, or one that he does not know is a regular user, he uses one of these dainty calendars as an introduction.

The writer asked him the question as to how he landed the large order we referred to recently, which called for our series D16. The institution who placed this nice order happened to be a bank, and Marks was unable to find out as to whether or not they were regular users, but he did learn the name of the cashier. He walked into the bank picked out the cashier's desk and approached him with a smile on his face at the same time pulling out from under his coat the sample of "Holly," saying "Mr.

— I represent the Gerlach-Barklow Co., who manufacture this calendar, don't you think it is the prettiest and daintiest thing you have ever looked at?" The cashier was forced to admit that it was a pretty nice thing, but hastened to say that they did not use calendars, although he did admit that they had bought a mounted photograph the year before, using 1000 at 8c apiece, but did not believe that they would try the experiment again. Marks ignored this re-

mark and said "Can you form any idea of what our line is like when I tell you that this is a style we sell at \$130.00 per thousand, and we have a line of over 300 ranging in price as high as \$400.00 per thousand?" The buyer was again forced to admit that we must have a mighty fine line, and Marks asked permission to step back in the rear and lay out a few of his best things.

This happened to be on Monday, and the cashier was very busy, and he absolutely refused to look. Marks had not worked the town and said he would lay over until Tuesday, but this would not do, and it looked as though, while the buyer was slightly interested, he was trying his best to get out of spending any time on the proposition. Marks again suggested that as he was going to Sunday in their city the following week, and "why not make an appointment for the following Monday," but the cashier pleaded stress of business on a Monday, and after a considerable parley suggested to Marks that as long as he was going to be there the following Sunday, why not come to the bank Sunday morning. This was finally agreed upon, with the result that Marks closed for a \$500.00 order. Bear in mind they had never distributed an art calendar before, in fact had not made any appropriation for advertising of that kind.

The point we are trying to bring out is that if Marks had not succeeded in interesting them at the start with one of our De Luxe samples, the chances are ten to one they would never have looked at the line and Marks would not have sold the bill.

Mr. Cies in his demonstration at the last convention explained that he followed tactics of this sort, with good success and we believe it is a mighty good plan to get a prospective buyer interested in the start, rather than to try to warm him up to the proposition after he has refused to look. Human nature is obstinate, and a prospective buyer will usually say on the jump that he does not want to look at a calendar line, and after he has once made the assertion he hates to back down. If you can create interest at the start it is much easier to lead up to a sale. We do not pretend that this method of approach is new, but is certainly worth remembering.

WEEK ENDING APRIL 3rd.

Mr. Reilly stands No. 1 in gross sales for the week with a total of \$1342.00, although he wrote business only on three days and a total of three orders. A magnificent order amounting to \$1250.00 was closed on Monday by Mr. Reilly and of course, this helps him out wonderfully in this splendid total. Furthermore it makes Mr. Reilly a winner in the contest which ended Saturday night.

Mr. Meyer stands No. 2 with a total of \$857.00. He closed nine orders and reported business every day.

As you know the contest closed Saturday last, therefore up to the time this article is dictated reports are not all in, in fact there are still two reports due from Mr. Meyer. Without these two reports however, he has sent in the magnificent total of \$2800.00 during the contest. Mr. Meyer should certainly feel mighty proud of the showing that he has made, and we hope he will be able to keep up the same gait during the new contest now on.

Mr. H. B. McDonald stands No. 3 with the fine total of 22 orders and business every day. His total sales for the week amounted to \$670.00. Doubtless every man in the field will appreciate that when a salesman writes 22 orders in one week, he has not been idling away any time, and we hope Mr. McDonald will be able to keep up the nice work.

Mr. Shimmin follows with a total of \$662.65, just less than \$8.00 behind Mr. McDonald. He reports business for five days and a total of 7 orders. On Monday Mr. Shimmin closed one fair order; Tuesday he was skunked; Wednesday another small order; Thursday his two orders amounted to \$350.00; Friday two orders amounted to \$175.00 and Saturday another small order.

Mr. Marks stands No. 5 with a total of \$577.00. He secured business on three days and a total of six orders. His best business was on Saturday when he booked two orders amounting to \$495.50. This is certainly a nice total and it helped Mr. Marks wonderfully in the contest, in fact without going carefully

over the figure we are quite sure it makes him a safe winner in class "C."

Mr. K. H. Gerlach has a total of just \$14.00 less than Mr. Marks. He reported 13 orders and business five days. Mr. Gerlach, by the way, was not in the field on Monday coming into the factory Friday night of the previous week, and leaving Monday for his field. On Tuesday Mr. Gerlach's single order amounted to \$86.00; Wednesday four orders amounted to \$127.45; Thursday he had one order of less than \$100.00; Friday five orders amounting to \$152.07 and on Saturday his two orders totaled \$140.90.

Mr. Coleman follows with a total of \$562.00, which gives a total just \$2.00 less than Mr. Gerlach. He reports business for 6 days and a total of 17 orders. Mr. Coleman lost out the first week of the contest, but since that time has been going at a magnificent gait. He reports a total of 66 orders for four weeks and a total business approximately \$2300.00. We have yet to receive four reports from Mr. Coleman during the last contest, but sincerely hope that these reports will show as good an average as he has been making, in which event he will just win out under class "A" heading, remember if he wins he will do it in just five weeks actual work.

Mr. Roberts reports a clean week and business every day, his total being \$550.15. Monday and Tuesday's orders amounted to \$80.00; Wednesday one order amounted to \$251.00. Thursday's order amounted to \$124.00; on Friday and Saturday he booked one small order each day.

Mr. Woodman stands No. 9, having reported a clean week and a total of 11 orders. Monday his four orders amounted to \$144.35; For the remaining days of the week his business was smaller although he landed some business every day. Tuesday an Wednesday he wrote one order each day; Thursday three orders; Friday and Saturday one order each.

Mr. Conkling has a total just slightly be-

hind Mr. Woodman. He reports business for five days and a total of 7 orders. His best order was written on Wednesday and amounts to \$107.50.

Mr. S. L. Smith follows he having reported business for five days and a total of 7 orders. We take this occasion to introduce Mr. S. L. Smith to the sales force, and as he is an old man at the calendar game we feel quite confident that his name will appear in the Review with regularity. He reports a very satisfactory total for his first week in the field having secured business every day with the exception of Monday.

Mr. A. E. Gerlach follows and a glance at the sales book shows that he still keeps up the phenomenal work of reporting business every day. This week he sent in a total of 11 orders divided among the six days of the week.

The following men report fair totals, and there is not a great difference in the total volume of business reported by any one of them. Their names appear however, in the gross sales column as follows: Mr. Barber, Mr. Brooks, Mr. Ungerer, Mr. Moore, Mr. Considine, Mr. Roberts, Mr. Shepard and Mr. Cies.

Number of Orders.

Mr. H. B. McDonald booked the largest number of orders during the week, having reported a total of 22. Mr. Coleman follows

with 17; Mr. Cies with 15, and Mr. K. H. Gerlach with 13.

Mr. A. E. Gerlach and Mr. Woodman tie for fifth place with a total of 11 each. Mr. Bowles and Mr. Coulter for 7th place with a total of 10 each. Mr. Meyer stands No. 9 with a total of nine orders. Mr. Byron and Mr. Rowe are tied for 10th position with a total of 8.

The following are tied for 12th place: Messrs. Bayley, Conkling, Considine, Fadely, Shimmin and S. L. Smith. There are six who tie for 18th position viz. Messrs. Betton, Carter, Marks, Moore, Parks, and Roberts with a total of six each. The following men report a total of five orders each for the week: Messrs. —Huffert, Lott, McCully, McLaughlin, Shepard, F. A. Smith and H. E. Smith.

Referring to the number of orders booked for the week we find that there are just 13 more than we booked the previous week, but at the same time the gross sales slightly exceed those of the previous week, and the average size of the orders booked is about the same.

Days' Business.

Last week eight men reported clean weeks. For the week ending April 3rd there are 9 men who escaped a skunk. The list follows: Messrs. Bowles, Cies, Coleman, Fadely, A. E. Gerlach, H. B. McDonald, Meyer, Roberts and Woodman.

We would like very much to see a larger per-

STANDING OF G.-B. SALESMEN FOR WEEK ENDING, APRIL 3rd, 1909

	Standing In Sales	Days Business	No. Orders
Albert	45	6	15
Barber	13	5	14
Barclay	49	6	15
Bayley	27	2	9
Beelman	50	7	15
Betton	29	4	10
Bowles	26	1	6
Brooks	14	4	12
Byron	22	5	8
Carter	30	4	10
Cies	20	1	3
Conkling	10	2	9
Coleman	7	1	2
Considine	17	2	9
Coulter	24	2	6
Ellis	50	7	16
Fadely	37	1	9
Fairbairn	35	4	12
Finley	42	5	13
Gerlach, A. E.	12	1	5
Gerlach, K. H.	6	2	4
Greenhalgh	38	6	15
Heneghan	40	4	13

Huffert	34	3	11
Lambert	36	5	13
Lindsay	43	5	14
Lott	39	5	11
Marks	5	4	10
McCully	21	3	11
McDonald, H. B.	3	1	1
McDonald, W. A.	44	4	12
McLaughlin	33	3	11
Meyer	2	1	7
Moore	16	3	10
Morton	28	5	13
Osmun	50	7	16
Parks	23	4	10
Reilly	1	4	13
Roberts	8	1	10
Rowe	18	3	8
Saxton	48	5	14
Scott	32	5	13
Shepard	19	4	11
Shimmin	4	2	9
Smith, F. A.	31	5	11
Smith, H. E.	25	4	11
Smith, S. L.	11	2	9
Thompson	47	5	14
Ungerer	15	4	12
White	41	6	15
Whittier, J. G.	46	6	15
Woodman	9	1	5

centage of men on the force report business every day. We cannot help but feel that such a thing is possible since there are a number of men on the force who continue week after week to send in business every working day.

The new contest started Monday 12th last. Why not make it a point during the six weeks of this contest to try and get business every day. Everything is favorable for doing this, weather conditions in most sections of the country being favorable and we know that if

you will start out with a determination of getting business every day that you will come pretty near succeeding. If you will try and do this you will find it much easier to keep up the average set for you.

Seven men report business for five days during the week, viz. Messrs. Bayley, Conkling, Considine, Coulter, K. H. Gerlach, Shimmin and S. L. Smith. The following report business four days: Messrs. Huffert, McCully, McLaughlin, Moore, Rowe.

SOME GOOD ORDERS

Mr. Barber closed two good orders during the week, one amounting to \$130.00 the other to \$128.00. The former was given him by a clothing and millinery concern. Their selection was "An English Fishing Village" in series D7. The other order was placed by a brewery, who selected "For Milady" in series D25.

Mr. Brooks' best order of the week was placed by a banking and trust company. He sold them "Raising the First American Flag" 900 cardboards in series 22 and 100 jumbo rolls. Mr. Coleman sold a real estate and insurance company 200 of "The Sentinel" in series 1 roll with mailing tubes.

Mr. Conkling wrote two fairly good orders during the week. One amounted to \$107.50. It was sold to a bank and calls for "Tender Memories" in series M2 and "Dutch Fishing Boats" in series M21. The other was from a general store, calling for "Lincoln in '61" series 27 and it amounts to \$100.00.

Mr. A. E. Gerlach sold a shirt company "Raising the First American Flag" in large mount. Mr. K. H. Gerlach sold a cement company \$86.00 worth of "For Milady" in series M9 roll with tubes. Another fair order of his amounts to \$84.00 and calls for Palm series blotters.

Mr. Greenhalgh sold a haberdasher "Raising the First American Flag" in series M22, order amounting to \$97.38. Mr. Marks booked a nice order from a bank. We referred to it on the cover of the Review last week. It calls for series D16 and amounts to \$470.00.

Mr. Meyer landed a splendid order from an oil works amounting to \$657.00, calling for a special color reproduction in roll form. Mr. McCully sold a wholesale liquor dealer "The Evening Song" in series M3. The order

amounts to \$78.00.

Mr. H. B. McDonald booked two fair orders during the week. One was from a dealer in general merchandise. He sold them Palm series mailing cards to the amount of \$123.00. The other order was placed by a grocery which calls for "In the Park" in series D33 and a mixed order of series 34 cardboard.

During the week about which we are writing Mr. Reilly booked the splendid order referred to recently in the Review. The subject was "A June Rose" in roll form, the order amounting to \$1250.00. A steel company placed an order with Mr. Reilly amounting to \$75.00. It calls for "A Hampshire Cottage" in series 22.

We have referred recently to the splendid business that Mr. Roberts is doing with mailing cards. During this week he booked four orders all of which are worth mentioning and some other orders of course which we do not refer to here. His largest order of the week was placed by a lumber company, calling for MS series mailing cards and amounting to \$251.00. A clothing company gave him an order for 12,000 Palm series mailing cards with special copy that Mr. Roberts is using. He sold two different clothing companies each 3000 Palm series mailing cards with special copy.

Mr. Shimmin booked three good orders. One was from a lumber company who ordered 12,000 Fery series mailing cards. He sold an iron works 12,000 Palm series blotters. A seed company placed an order with Mr. Shimmin amounting to \$198.50. Their selection was "Rocky Fords" in series M9 with reinforced mailers.

Mr. Ungerer sold a real estate and loan firm "The Sisters" in series M4. Their order amounts to \$91.50.

NEWS FROM THE FIELD

G. B. Calendars Versus Gaudy Lithographs.

Mr. Shimmin recently wrote an order, the buyers being people who have been in the habit of buying gaudy lithographs, not only on account of their believing that this style of a subject appealed to their trade but because the price was considerably less than he could offer G. B. Calendars. You probably have run up against this kind of a combination, and it is a pretty hard condition to overcome. We will let Mr. Shimmin tell about it in his own words:—

"D. & F. have heretofore used Wolf lithographs of women so thinly clad as to indicate a tariff much higher than that proposed under the new bill. It was their impression that gaudy, flashy pictures of women appealed most to their country customers. The argument that seemed to weigh most heavily in their purchase of our splendid Moran 'An English Fishing Village' while not new may be reminding.

"I told them that I was born and raised in the country, and that I resented any such charge against the country man—that the country man knew more of the beauties of sunrises, sunsets and landscapes generally speaking than his city brother, whose knowledge of such things was necessarily limited, through lying in bed mornings and having his vision obscured anyway by piles of bricks. I furthermore stated that after all it was the country man's wife who determined the space value of a calendar.

"They then set forth the argument that the lithographs they had been buying didn't cost near as much and at the same time stated that our calendars were the most expensive they had ever seen. I went back at them in this way and landed the order.

"The real cost per piece of your calendar advertising is not determining by dividing the total amount paid by the total number received, but rather by dividing the total amount paid by the number that secure appreciation and wall space."

F. W. SHIMMIN."

RAPS IN THE WEEKLY THAT HIT THE MARK.

We have had some discussion in the Review regarding daily report blanks, and the advisability as well as the absolute necessity of salesmen reporting with regularity. Mr. Ungerer refers to a remark that Mr. White made at the last convention, in which he discussed the frenzied advertising being done by one of our competitors. Mr. White said, "Throw a stone into a pack of dogs and you can always tell which one was hit by his howl." In the discussion as regards daily report blanks, we can assure our readers that it was not our intention to throw any stones. Nevertheless, we must confess that if the articles referred to have in any way forcibly called the attention of our sales force to the importance of the daily report blanks, they will have achieved their mission. Mr. Ungerer writes as follows:—

"As Mr. White said at the convention, 'You can always tell which dog was hit by the brick, by his howl.' I will see that henceforth you get a daily report from me and when you fail to receive one call my attention to same."

UNGERER."

CIES GOES HOME TO SEE "ISABEL."

As you probably remember Mr. Cies was one of the winners in the first prize contest for the Palm original paintings. While his first choice was "Violet" unfortunately for him "Violet" had already been selected before it was Mr. Ciess' turn to make his choice. He is mighty well pleased with "Isabel" however, and as a matter of fact any one of the five originals offered would make an attractive picture in any home.

Cies says that "Isabel" looks very lonesome in their home and asks that we advise him how to get a little sister for her. The Palm originals were of course mighty fine prizes but necessarily the number of paintings that we could offer as prizes was limited owing to the value attached to them and after all we believe that contests such as the one just ended and the one now on are more satisfactory on the whole, as every man can prove a winner. We might suggest to Mr. Cies that he go out and work hard and write a volume of business necessary to win a class "AA" grip, and at the same time he would receive some nice fat commissions, and perhaps we can then sell him a little sister for "Isabel." His letter follows:—

"I went home to see 'Isabel' Sunday, we are all delighted with her. Mrs. Cies asks me to tender her thanks with mine for your kindness and good wishes.

"While we compliment all the boys on their choice of pictures, since seeing 'Isabel' we think some of them showed very poor taste in their selections.

"Can you advise us how to get a little sister for 'Isabel' she looks very lonesome in our home?

H. W. CIES."

"VIOLET" ALWAYS A WINNER.

Mr. Morton landed an order for 250 of "Violet" in DeLuxe style in competition and while it is not an important victory nevertheless, it is evident that our splendid Palm subjects particularly in DeLuxe style will save many a day. Mr. Morton's letter follows:—

"The order I sent in yesterday was a victory for the G. B. Co., alt'o the order was only for 250 'Violet' in 8x14 DeLuxe, it was the result of a hard fight and the excellent taste of the G. B. Co. in selecting this superb figure study, which I may say took my eye from the very first."

MORTON."

NEW CONTEST AROUSES ENTHUSIASM.

The new contest which started Monday last has brought forth many enthusiastic comments from the sales force, and we look to see the six weeks productive of a business the equal of the six weeks period of the recent contest.

If the first few days of the month count for anything we are inclined to think that the volume of business written during the present contest is likely to exceed that written during the past six weeks.

Elsewhere we refer to the enormous increase of 103% over the corresponding week of last year and since three days of the present month were included in this week it certainly is mighty encouraging. Mr. Scott's letter follows:—

"I have your favor of the 6th inst. announcing the new contest commencing next Monday. You may be assured that I will do all I can to make the coming week a record one. I am glad there is to be a new contest as I know they are stimulating to business and a salesman.

"I have had much to put me out of working spirits the past two weeks. My young daughter has been sick but is now getting better. I have been putting in only part time and that being half-hearted the partial lack of results is natural.

"Have quite a number of good prospects at this time and I mean to make the coming six weeks the best of the year.

JAMES S. SCOTT."

MR. BROOKS EXPRESSES HIS VIEWS AS REGARDS THE CONTEST.

Mr. Brooks is a late addition to our force, having been with us in the neighborhood of 30 days. He has been doing excellent work and we feel sure that he will be heard from with regularity. His letter follows:

"I will leave here tomorrow and will be gone six weeks. I will do my utmost to get out of the third class you rate me in, and will venture the opinion that I will get out and move up for the next one.

If I had not been tied up at Washington the first week and had not had the hardest of luck this week and last I would have gotten a \$30.00 grip this time. So far as the owning of one or the other goes I would as soon have a \$25.00 as a \$30.00 grip, but I do love to be in the winning class, and I see no reason why I should not get out of class "BB." I certainly have a great deal to learn for I simply can't find any \$400.00 orders in my territory so far, and it looks to me like the other fellows find them in any territory.

I have been hoping and wishing with all my heart that I could at least get up to \$75.00 to \$100.00 per day, and it looks like I ought to. Count on me for hard work next week, and for full six weeks, and I only hope I can make every day a clean one.

J. B. BROOKS."

FADELY ENTERS THE CONTEST IN EARNEST.

Mr. Fadely expresses himself in the right way. He says he feels that whatever will promote the business of the G.-B. Company will at the same time increase his chances for success. In this of course, he is right, and at the same time we want to impress upon every man on the force that the G.-B. Company can be no greater than its sales force makes it, therefore we must all pull together. Mr. Fadely's letter follows:

"In reply to your letter of the 5th, you certainly have my hearty co-operation in the work you have asked me to take part in, well knowing that whatever will promote your business will also increase my chances for success. No man on the force is more desirous of making your business a success, as well as my own.

FADELY."

Albert After Trimmings for His Grip.

Mr. Albert was one of the winners in the last contest, and he says that barring accidents he will certainly sell the amount necessary to win. We wish him the best of success. His letter follows:

"The trimmings for my grip will be very much appreciated. Barring accidents I will easily sell more than the amount necessary to win. Business connected with my father's estate has caused loss of time, which I had not expected.

ALBERT."

H. B. McDONALD IN THE CONTEST.

Mr. H. B. McDonald writes that he has not been home with his wife and babies in over three months, and he will spend Sunday and Monday with them getting into his territory Tuesday the second day of the contest. We certainly do not blame him for spending these few days at home, and undoubtedly he will be able to make up the lost day. We certainly wish him the best of luck. His letter follows:

"I will certainly give you my best efforts to increase your business in my territory starting in Tuesday morning, but as I haven't been with my wife and babies in over three months I am leaving this morning for — to be with them for two days.

H. B. McDONALD."

MR. CONKLING IS OPTIMISTIC.

Mr. Conkling is another new addition to the force, but he has been in the game long enough to demonstrate plainly that he can sell calendars. Conkling states that we can count upon him as a factor in our "AA" class in the next contest should we have one. We certainly hope that the business that he sends in in the next few months will entitle him to be rated among the top-notchers. His letter follows:

"Your letter dated the 7th received and contents noted carefully. Will state positively that you can figure on me being an additional factor to your "AA" salesmen in next contest. Wish to thank both Mr. Gerlach and Mr. Barklow for the encouragement given me since I started out for you.

My business this week has been rather light but it is not because I have neglected my work, have done business three days out of five, and did a bunch of missionary work in the field for the time being, but results are bound to follow as I have displayed my samples 37 times this week.

ROBT. E. CONKLING."

FAIRBAIRN IS GOING TO MAKE THE EFFORT TO PROVE A WINNER IN THE CONTEST.

Nearly every man on the force is expressing his determination to go after a prize in the contest and it certainly looks mighty encouraging to the G.-B. company. Nothing will give us more pleasure than to give every man on the force a grip or a set of trimmings. Mr. Fairbairn writes as follows:

"Many thanks for your letter telling of new contest. Will promise to make every effort to make next week a good one. With kindest regards to all, I am,

R. A. FAIRBAIRN."

A WINDFALL FOR "BIG" McDONALD.

Mr. McDonald tells about an order that he recently wrote which is the best kind of evidence of the fact that it pays to show the line particularly a few of our splendid DeLuxe subjects, regardless of the fact as to whether or not a buyer has placed his order for the coming year.

We recently have published several letters in which salesmen have taken orders after buyers have placed their contract simply by showing a few of the dainty DeLuxe samples. While you will not get an order every time, if you will insist on showing the line or at least a portion of it, you certainly will impress the buyer most favorably and will certainly have the opportunity of showing the G. B. line next year.

In the same letter Mr. McDonald refers to the new contest in an enthusiastic manner and we hope to see him win a grip. His letter follows:

"I want to thank you for the encouraging letters I receive from you, for it certainly helps to receive a letter of that kind from the man at the helm, and I hope to be able to send a fair report for this next week. Will work hard for it, and see if I can do my share at making a good start in and for the new contest, not alone for the prize and the increased commissions but to show you that we appreciate the privilege we have in working for a firm, who try to do as much as the G. B. Co. do for their men.

"I want to tell you a little experience I had this past week. I went into Geo. T. H—— store at R——. Mr. H—— informed me that he had already placed his order with Osborne. He was not very busy and I asked if he would look at a few pieces of our line, as I felt that would be a sort of an introduction and that perhaps he would wait and look over our line another year. He said perhaps that was right so I took out the 8x14 DeLuxe and the Davis samples. He admired them very much and called the two lady clerks to see them, and said to me that he would have to admit, that my statement of having the finest line on the road, was correct. After a few minutes I started to put the Davis subjects back in the envelopes and he said, 'Hold on a minute, I don't know but I will use a few of these for they are the finest thing I have ever seen in a calendar.' He picked our 'Violet' in the DeLuxe 100, and 100 of 'Holly' and 'In the Park'.

"I felt this was a compliment to our line, for he said he had given a larger order than usual to the Osborne man, and I felt like giving three good rousing cheers for the best line on the market, the G. B. line.

"You will have to pardon the length of my letter but have to let off steam once in a while.

W. A. McDonald."

BEELMAN BACK IN THE FIELD.

Mr. Beelman is just getting back to work after a spell of sickness that kept him out of the field for two full weeks and part of the third, and of course, this put him out of the running in the recent contest. We know that the entire sales force will sympathize with Mr. Beelman, particularly so since his illness kept him out of the field at a time of the year when lots of good business is being placed.

Mr. Beelman is entering the new contest with a determination of winning a prize and we have the

utmost confidence in his ability to make good. His letter follows:

"Am pretty sore over being deprived of at least a chance to win a grip in the contest just ended, so you can depend upon me digging right in April 12th and trying to get out of class 'BB'.

"I found myself pretty weak this past week but think I will be able to put on full steam starting the 12th.

C. M. Beelman."

BYRON IS ROUGHING IT.

Some of you fellows who think you are having pretty hard luck when you get stalled by a snow storm, or for some reason or other, should make the trip that Mr. Byron is now making in Oregon. In a postscript to his letter, Mr. Byron states that he could write a nice little tale for the Review entitled "Three Days in a Rig," but was afraid the boys might not believe it should he outline all of his adventures.

We are sure that every man would read with interest Mr. Byron's letter, and we have requested him to outline in full his experiences on his recent trip, and sincerely hope that he will respond. His letter follows:

"I enclose you the business I took in a town called 'Bonanza' on March 31st.

"Since March 31st I have made a drive of about 80 miles to this town where I arrived last night being over three days on the road. It was the hardest trip I ever made. We had to come over the mountains and got stuck many times in the mud. I rode back bare horse-back ten miles to get two extra horses to pull us out of the mire, and used the two extra horses for the next 30 miles to get over the worst of the road and we needed them I assure you.

"I understand in this town the roads are fairly good for the rest of my driving trips, and I hope to send you business in every day.

"I am making this trip with another traveling man out of San Francisco. We had to camp out one night on the mountain side and slept in a ranch house on another.

R. E. BYRON.

"P. S. I could write a nice little tale for the Review, 'Three Days in a Rig', but the boys might not believe it if I gave them all my adventures."

MCCULLY SAYS, "LAY ASIDE A GRIP FOR ME."

It will certainly give us a lot of pleasure to lay aside a grip for McCully, and all he has to do now is to send in \$200.00 a week for the six weeks of the contest, and then send shipping instructions for the grip. A pretty soft snap isn't it?

McCully's letter follows:

"Count me in on the contest and lay aside a grip for me.

This is another hard town. The Osborne man worked the town two weeks ago. Mr. — the livery man, one of our customers drove him around and he did not get an order. Mr. — drove him to C—— and he did not get an order there.

Yesterday was a bad day as all the stores were busy, but have some appointments for Monday that I am sure will bring something. There are four banks here but none of them use calendars. Very few good calendars are used here, the local printer

sells a lot of junk, but I believe I will convert quite a few and make a better showing here this year than either Murphy or Osborne.

McCULLY."

LINDSLEY AFTER A GRIP.

Mr. Lindsley failed to win out in the recent contest, but during a conversation a few days ago when he visited the factory over Sunday, he stated that he had hardly expected to win out in the last contest since he was working a section of his territory from which he could hardly expect a large business altho he did secure a profitable business. At the same time he was very optimistic about the new contest and since he has entered this contest with the determination of winning undoubtedly he will succeed. In the same letter Mr. Lindsley refers to "Violet" having landed the order of a very discriminating buyer, the order by the way amounting to \$76.00, which is more evidence of the popularity of this splendid Palm figure study. Mr. Lindsley's letter follows:—

"I enclose an order from an old Murphy customer. Murphy lost out altogether this time, as Osborne sold a few hangers and we got the rest. It took me all the morning to sell the bill and "Violet" stood up like a perfect lady through it all.

"I have decided that I want one of those grips and will commence the battle Monday.

F. H. Lindsley."

REILLY SAYS HE CERTAINLY NEEDS A SET OF TRIMMINGS FOR HIS CASE.

That fine \$1250.00 order that we referred to in the pages of the Review some few days ago made Mr. Reilly a winner in the contest. We would like mighty well to see Mr. Reilly win a set of the trimmings, and as he has been going along at a pretty steady gait of late. It would not surprise us at all to see him make a splendid showing in the new contest. He certainly has our best wishes.

"Received check and wish to thank you. I will be out in the country bright and early on the 12th.

The weekly Review was very kind to give me so much space. I take both daily and weekly papers, but the Review claims both Mrs. R's and my attention until it is thoroughly digested. I will certainly need one of those prizes and you may count on my whole attention to get it.

J. G. REILLY."

ANOTHER ANONYMOUS LETTER.

The following letter comes to us without comment and we can only surmise as to who the author is.

Of course, a salesman, particularly a new man

at the game and one who has not his territory established is very likely to run up against hard luck at times, and that is just the time when a man must keep up his nerve, and then go calmly about making his plans and figuring how to make up the lost ground. Hard, conscientious work cannot help but bring results, as you have one of the best propositions on earth. When you are inclined to feel down-hearted remember the little verse "Success" which Mr. Cies quoted sometime ago in the Review, part of which appears in the following letter.

Somewhere-On-Earth, April 4th, 1909.

Dear Fellows:—

I am feeling so mighty good "After the Storm" that I am just going to write and tell you about it.

Up to Thursday noon I experienced one of the hardest weeks I have put in since entering the field. Have been preceded about five days of the week by salesmen of the Big Three and say, they just left about nothing for me. Well, you can imagine I was doing some pretty hard thinking, even though I was trying mighty hard to smile and look pleasant. Thursday noon I wanted to quit and then I thought of Mr. Cies' little verse "Success" which runs:

"Tis a coward who quits to misfortune

"Tis a weakling who changes his mind,

"Tis a fool who wins half the battle

And then throws all his chances away." etc., and I said "No! I am not a fool, and I guess I'll 'stick' and do my best." I got off the train and sold two orders.

Now if you ever feel like I did, don't quit for the sun will surely shine to-morrow. As Harriet Beecher Stowe says, "When everything goes dead wrong and it seems as though you couldn't stand it another minute, that's just the time to hold on, and that's just the time when something is going to give way, for what you cannot bear never comes."

Am just sending in my report with the biggest this year. Now, fellows, be an optimist. Screw down the safety valve of energy. Pull wide open the throttle of conscience, and steam right into 'em. We have the greatest aggregation of good calendars and pretty calendars, large calendars and small calendars, dainty calendars and delicate calendars, superb calendars and calendars beyond compare, that was ever exhibited from one sample case.

Every person who does not take the opportunity to look at the Gerlach-Barklow line is losing a chance to see the greatest line that ever traveled the roads. Hurry, hurry fellow salesmen, and get this fifty thousand dollar art gallery before the people so that they can buy from it, and by so doing, you will be doing something for your country, and at the same time making a nice fat income for yourself. Steam up for the big contest now on.

Yours truly,

Cub.